

Sears Opens New Valley Store Today

(Continued from Page One)

town will be C. J. Kennedy, Sears manager who has seen his downtown store grow by leaps and bounds and now heads a 4½ million dollar merchandising center designed to not only meet today's accumulated growth needs but stands ready to serve a metropolitan San Jose area of the future. With him will be an opening day staff of 1,050 persons, nearly half of whom "graduate" from the old store.

No effort or expense has been spared to make the new store a showpiece of modern merchandising methods. Merchandise displays reflect painstaking care in arrangement and styling with department arrangement co-related for shopping convenience—all on a single floor.

New departments for Sears include a 24-hour-a-day catalog order section which boasts that an order received before 2 p.m. will be ready to pick up at 9:30 the next morning, watch repair, hearing aid, optometric, cosmetic, stationery, photo and camera shop, jewelry, candy, a sub-teen fashion shop, cafeteria for employes and roller conveyer system for receiving goods.

Visitors will find such attractions as color TV in operation, major appliances all hooked up for operational demonstration, a giant toy department, vastly expanded women's fashion section complete with furs, a camera that snaps a man's picture against a marked screen for accuracy in fitting suits, complete kitchens as regular displays, a shoe department as big as many stores and a plant nursery guarded by electronics for humidity and watering control.

Hungry customers will find a snackette in operation and motorists will find a complete service station for installation of accessories. Power tool and hardware lines are greatly expanded.

For many who visit Sears today, the occasion will bring nostalgic memories to those who had children born, found relief from illness and received care at the old O'Connor Hospital that is now history.

For all, it will be a day of significance marking another step in the modern day rebirth of an historical city and county.